

Optymyze Sales Analytics

Reap the benefits of advanced business analysis with next-generation technology fully embedded within an industry leading sales operations platform

When it comes to the performance of your sales team, you can't make compromises. Your sales managers need accurate information available at any time and on any device. This ensures the best informed strategic decisions.

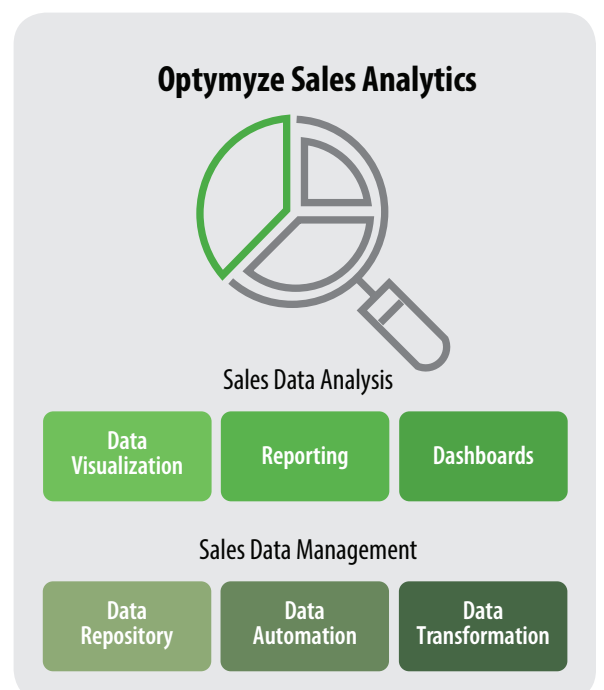
Optymyze Sales Analytics™ is a powerful data management, reporting, and analytic component that underlies the entire Optymyze Sales Operations™ platform. Combined with powerful next-generation technologies, Optymyze Sales Analytics is specifically designed to meet the needs of today's large enterprises.

Powered by **an in-memory database**, the solution provides real-time response, even when processing large data sets. In addition, Optymyze uses a **hybrid transactional/analytical processing (HTAP) database design** that leverages the power of the in-memory computing to optimally perform both Online Transaction Processing (OLTP) and Online Analytical Processing (OLAP).

Optymyze Sales Analytics goes beyond descriptive and diagnostic analytics, providing both predictive and prescriptive analytics. With **predictive analytics**, customers can now answer a much broader range of questions, such as forecasting based on past performance. With **prescriptive analytics**, customers can better direct the actions of managers and salespeople.

Optymyze Sales Analytics Key Benefits:

- Provide a wide range of real-time insights that cover any process within sales operations and meet the needs of any role – from sales person to executive.
- Gain access to data anytime, anywhere, on any device.
- Save time and money in sales operations with all data in one central repository.
- Empower all members of your sales team to create and share analytics.
- Reap the value of insights and transform them into opportunities and deals.



Optymyze Sales Analytics is composed of two integrated components:

Sales Data Management

Sales Data Analysis

Sales Data Management

Sales Data Management handles all the capabilities of the core database of the Optymyze Sales Operations platform. This includes management of the tables, logical business objects and relationships, as well as managing all the data load, import, export, and transformation functions.

1. Optymyze Data Repository

Optymyze Data Repository™ brings together and manages information, business objects, and relationships between all parts of the solution. By centralizing and streamlining information management, Optymyze Data Repository simplifies administration of the entire sales performance management process.

Optymyze Data Repository allows you to:

- Easily combine any type of data with seamless integration to CRM, SFA, HRIS, Payroll, BI, legacy systems, and third-party data sources.
- Have a single, consistent, clean repository of data across all parts of your sales performance management process.
- Protect your data with secure data integration standards, including standard, secure file transfer protocols.

2. Optymyze Data Automation

Completely automate data collection, transformation, reporting, and intelligence, and customize processes to fit your business.

With Optymyze Data Automation™, you can:

- Make sales compensation and sales operations processes more efficient and less time-consuming.
- Eliminate manual, repetitive tasks associated with calculating, analyzing, and paying out sales compensation.
- Adjust your incentive compensation process more quickly in response to market changes.

3. Optymyze Data Transformation

Optymyze Data Transformation™ is the industry's most robust, extensible data processing and calculation engine, and is relied upon by many large, market-leading organizations. It performs sophisticated data transformations, validations, compensation calculations, and numerous other operations.

Optymyze Data Transformation allows you to:

- Represent any sales operations logic with a highly flexible, powerful data transformation engine.
- Create predictive and prescriptive analytic calculations that can be as complex as needed to meet your business needs.
- Map sales operations processes to any organizational structure with a highly extensible data model.
- Ensure accuracy of information and calculations with complete tracking and auditing of data and configuration objects.

Sales Data Analysis

Visualize, analyze, and communicate information across your enterprise with Sales Data Analysis. The solution offers a combination of self-service reporting, analysis, and dashboard tools, so you can share information and drive greater sales insights.

1. Optimize Data Visualizations

Visibility into sales performance management information is critical at helping all parts of the sales organization make better decisions. Optimize Data Visualizations™ delivers this level of visibility and insight into sales data.

With Optimize Data Visualizations, you can:

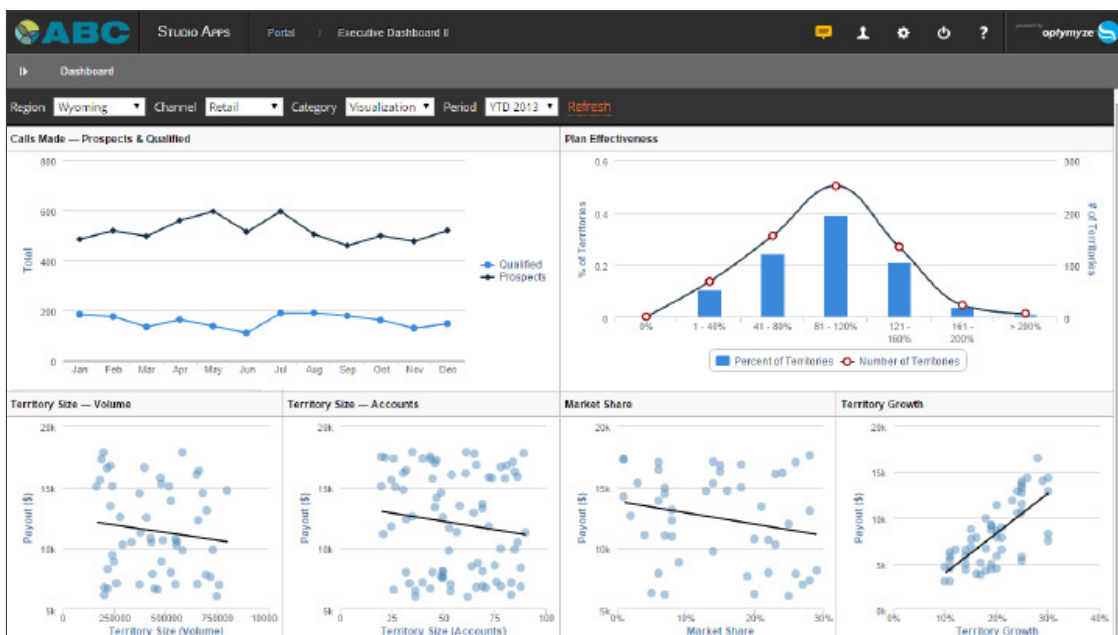
- Deliver real-time insights to salespeople and sales managers.
- Go beyond historical or descriptive analytics to visualize both predictive and prescriptive analytics.
- Create a wide range of different visualization types to suit the needs of your sales team.
- Boost performance of the entire sales organization via management analytics that integrate data from Optimize with third-party systems like SFA or CRM.



Optimize Sales Analytics delivered on iPad. Optimize provides support for major mobile platforms

2. Optimize Dashboards

Optimize Dashboards™ provides sales managers and sales people with instant access to personalized analytics dashboards, so they can instantly visualize key business metrics.



Optimize provides interactive dashboard analytics tailored to every role in the organization.

With Optymyze Dashboards, you can:

- Easily create and roll out dashboards to users across the sales organization.
- Enable end users to personalize their dashboard, for example by choosing a visualization type, altering the dashboard layout, or creating multiple visualizations of a dashboard.

3. Optymyze Reporting

Optymyze Reporting™ enables sales operations analysts to create and distribute reports of any type to sales managers and salespeople, who can then conduct their own analysis by personalizing the information.

Optymyze Reporting enables you to:

- Help sales managers make better and more informed decisions through personalized analysis of any report.
- Free sales operations from one-off reporting requests by empowering sales managers and sales people to do their own analysis.

Conclusions

As a sales director, you only feel good when sales revenue increases. But with the constant changing business environment, you need to be prepared to make strategic decisions as you go.

Optymyze Sales Analytics allows you to analyze past and current sales patterns, your strengths and differentiators, competitors' moves, market trends, and changes in your customers' demand. The solution features built-in data integration, transformation, and processing capabilities, enabling your business analysts to automate data processing and easily transform data into useful information for you to analyze.

Optymyze was named a Leader in the 2016 Gartner Magic Quadrant for Sales Performance Management, and has been recognized for its innovation and service delivery by Ventana Research.